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TÆLEVISION

1986
Nielsen
Report

1986 NIELSEN REPORT ON TELEVISION

IN THE UNITED STATES . . .
Nielsen Television Index (NTI) provides continuing estimates of TV viewing and national sponsored network program audiences, including national ratings 52 weeks per year. Data regularly reported include persons audiences and household audiences by market sections, Daily Ratings, Past National and Multi-Network Area Ratings, Cost/1000 Estimates and Program and Brand Cumulative Audiences. In addition, the National Audience Demographics Report provides estimates of audiences by persons categories within household demographics. NTI's on-line, multiphase time sharing computer systems offer clients direct access to a wide range of special analyses.

Nielsen Station Index (NSI) measures television station audiences in over 200 local markets, and provides season-to-season reports (up to seven per market per year), on viewing by time periods and programs. NSI measurements include metro area and Designated Market Area (DMA) ratings, station total audiences, program presumptions, cumulative audiences and estimates of viewing over a wide range of demographic categories.

Nielsen Metered Market Service provides daily and weekly reports on television audiences in New York, Los Angeles, Chicago, San Francisco-Oakland, Philadelphia, Detroit, Washington, D.C., Boston, Dallas-Ft. Worth, Houston, Miami-Ft. Lauderdale and Denver. Other markets are scheduled to have metered service in the near future.

Nielsen Homevideo Index (NHI) provides measurement services for the cable television industry and related in-home video forms. This includes audience measurements for the cable satellite networks, local cable systems, pay-TV services and program suppliers.

IN CANADA . . .
Nielsen Broadcast Index (NBI) is the Canadian counterpart of the Nielsen Station Index in the United States. NBI measures television station audiences in the 42 DMA's that comprise the total Canadian national market. NBI report frequency varies from 6-21 weeks, depending on market size. Report book features include demographics, special vs. regular time period listings, trends, cumes, week-by-week ratings and metro area ratings for major reports.

Nielsen Television Index (NTI) publishes network television audience measurement reports for 52 weeks of the year. These reports cover all programs carried on Canadian networks: CBC, CTV, Global, Radio-Canada and TVA.

IN COLOMBIA . . .
Diary measurements of urban areas are available on a quarterly basis. There are also optional monthly reports.

JAPAN . . .
Nielsen Station Index was established in 1960, and produces Metro Market measurements for the Tokyo, Osaka and Nagoya areas.

Additional copies of this brochure are available at no charge upon request to A.C. Nielsen Company, Nielsen Plaza, Northbrook, Illinois 60062, U.S.A.

The Nielsen data in this booklet are estimates of the audiences and other characteristics of television usage as derived from Nielsen Television Index and Nielsen Station Index measurements. The use of mathematical range bands should not be regarded as a representation by Nielsen that each and every estimate will be within mathematical values.

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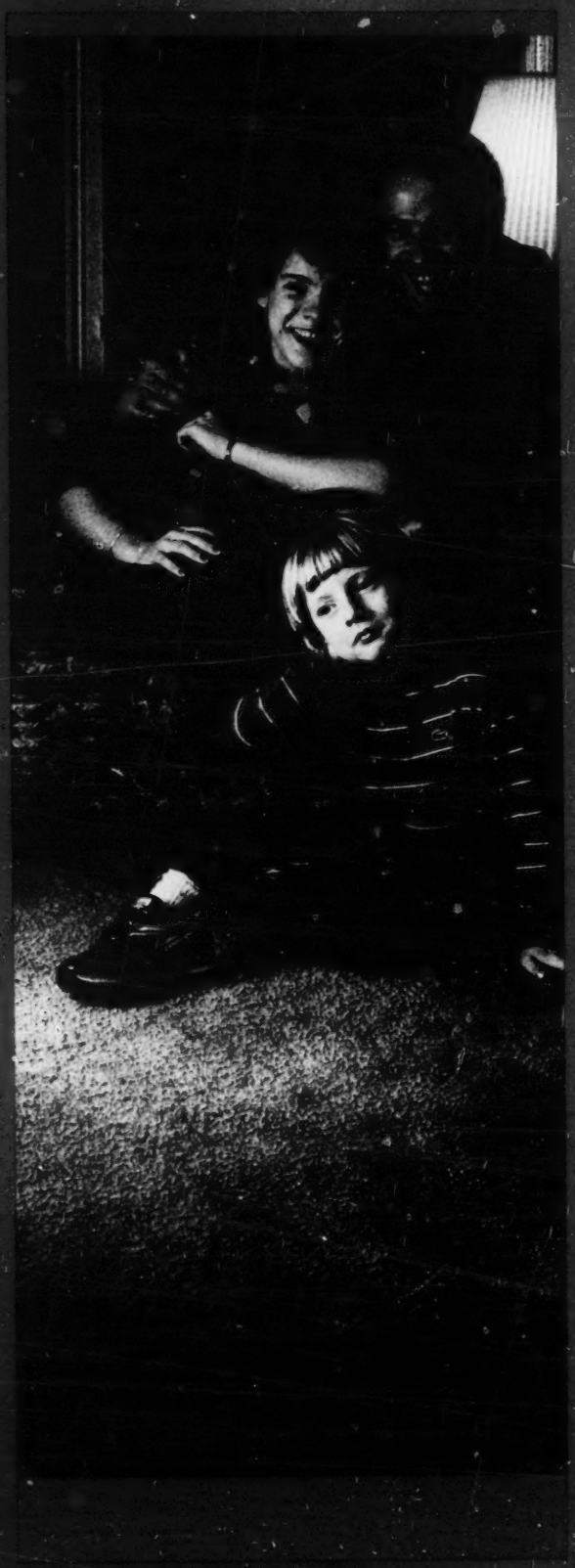


1986 Nielsen Report

Television is a vibrant, growing industry. Since we began measuring the medium over 35 years ago, we've seen it flourish and branch out into new directions. Cable, VCR, satellites and other new technologies have brought us more opportunities to be informed, educated and entertained by television. No wonder the average home in 1985 viewed an average of seven hours and ten minutes of television a day.

We feel especially fortunate, along with our new parent, The Dun & Bradstreet Corporation, to be able to offer new and improved services that provide additional insights into these technologies.

Our new Monitor-Plus service will provide important commercial carriage and related advertising expenditure data to the industry. The Nielsen Homevideo Index reports on local audiences for some 300 to 400 cable systems. Our on-going tests of the people meter hold promise for a new way to measure TV audiences. Our Megabase database is a comprehensive source for all of our research data. And Macro Services supply the means to apply our data to everyday problems.

We are growing also, to keep pace with the industry's booming activity. Nielsen Report on Television 1986 is our 31st annual report on the medium's impact. I hope you will find it as informative as those we have produced in the past.

James D. Lyons
President
Media Research Group

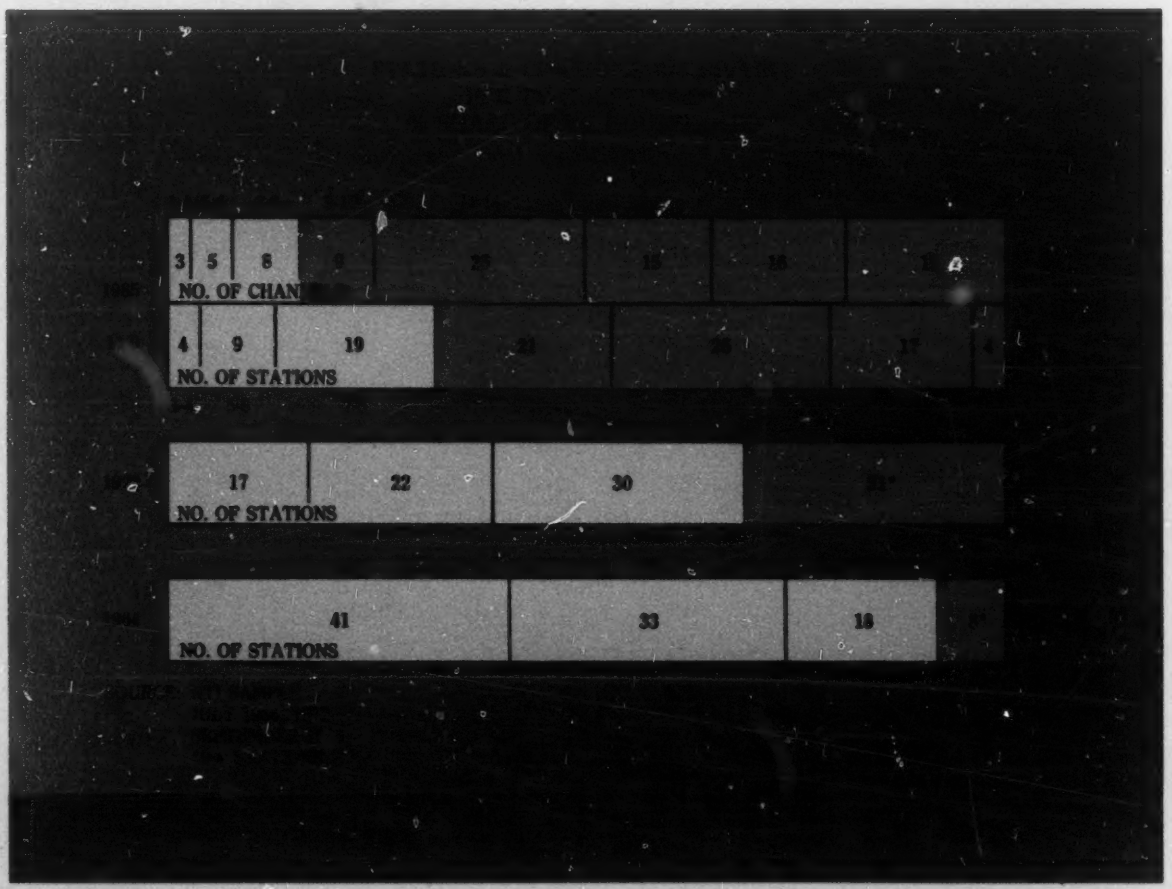
C H O I C E S

The U.S. viewer has an increasing number of channel choices.

Nielsen Television Index reports, as of September 1985, 68% of U.S. households could receive nine or more TV stations. Only 8% could receive that many stations in 1964.

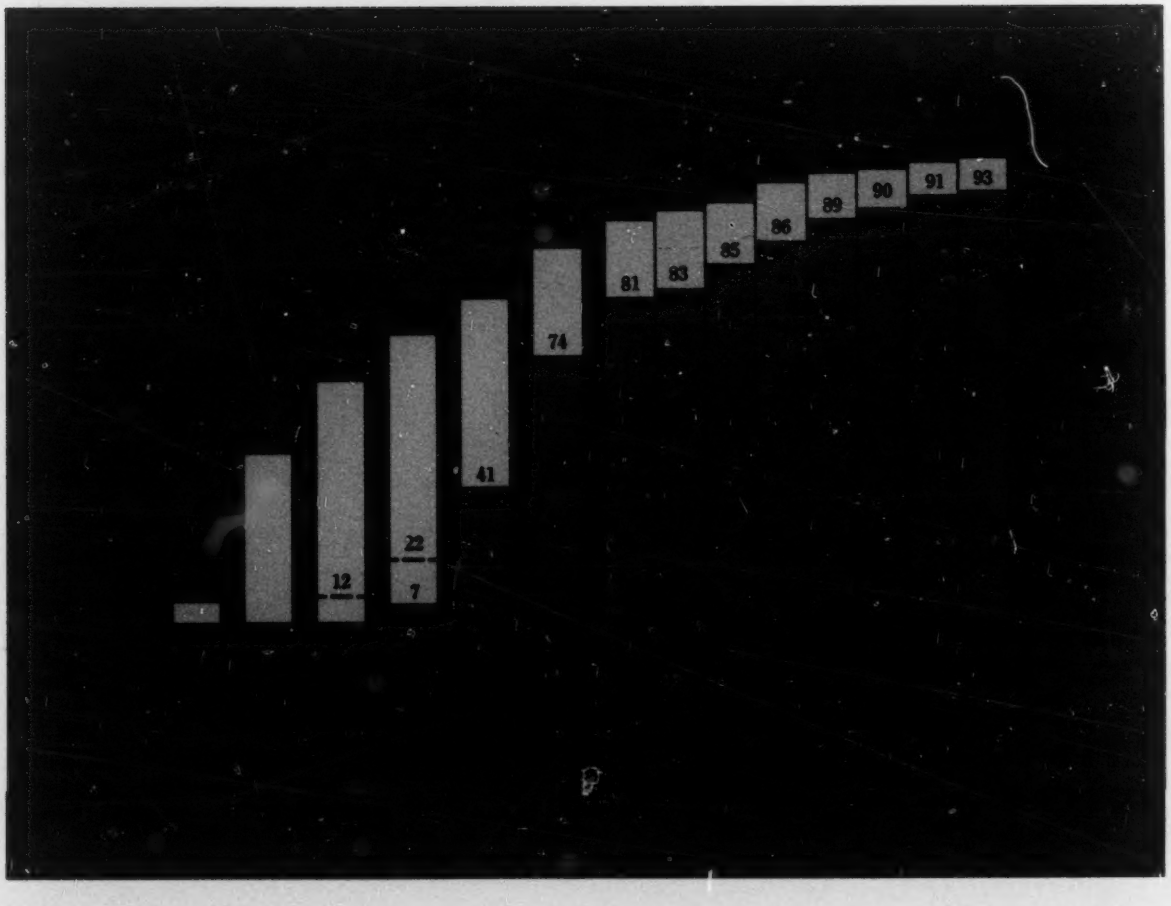
When cable channels are also included with the over-the-air station channels, the number of available viewing choices is even greater: 84% can receive nine or more channels and 19% can receive 30+ channels.

According to the Federal Communications Commission, there are 1,493 TV stations (1,167 commercial and 326 public) on the air. In addition, Nielsen Homevideo Index places the number of cable systems in the U.S. at 9,700.



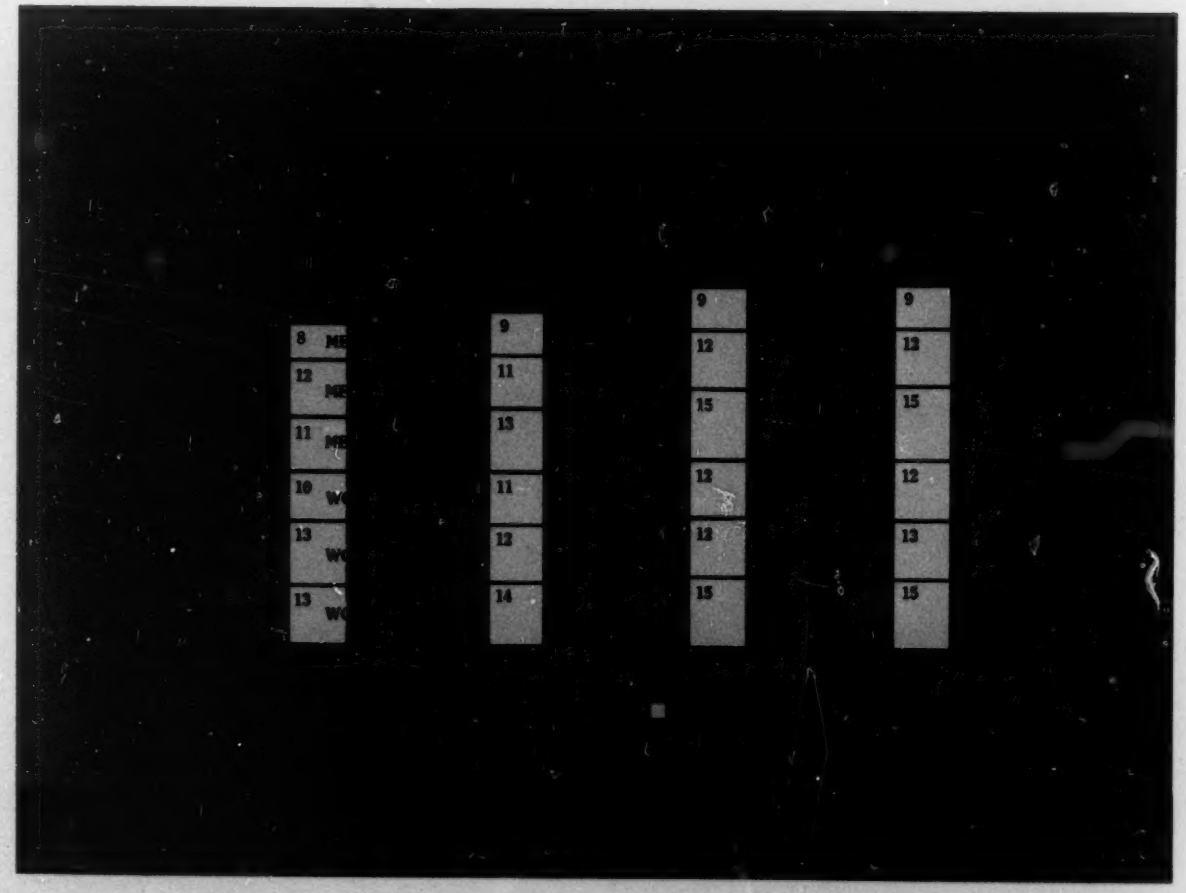
T V H O U S E H O L D S

Nielsen estimates that 85.9 million U.S. households owned at least one TV set as of January 1986. 93% of these households had color TV and 57% had two or more sets.



P E R S O N S

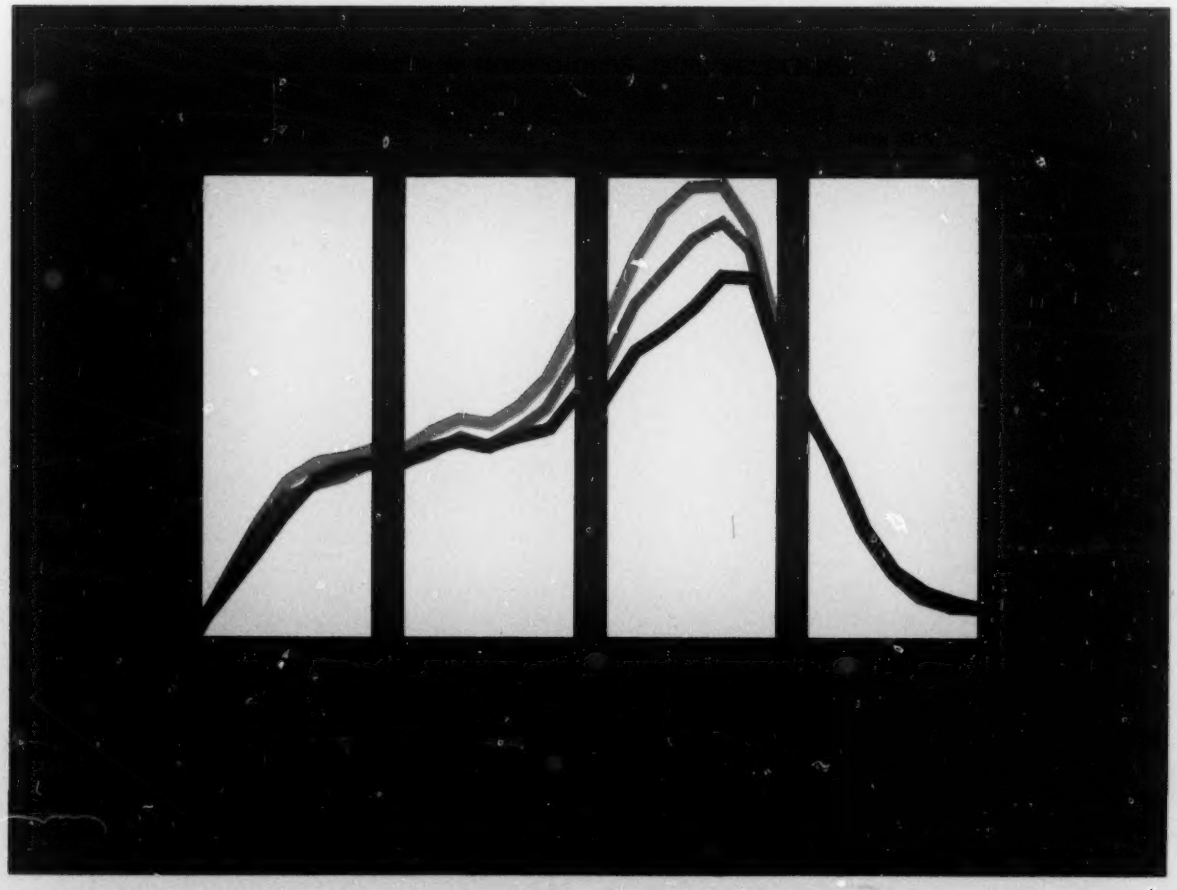
The total number of persons in TV households has increased 17% since 1970, but adult share has risen nine points to 76% while the share of non-adults, particularly children, has declined. This trend, however, seems to have slowed down in recent years.



H U T

The percent of Households Using Television (HUT) throughout the day reaches a peak between 9 and 10 PM (NYT), then declines as people retire for the night.

There are some wide variations in TV usage between winter and summer, during late afternoon and early evening. However, there are only minor seasonal differences in early morning and late night.



T V U S A G E

TV households viewed an average of seven hours and seven minutes a day during the September 1984 through August 1985 TV Season. (On a calendar year basis, January 1985 through December 1985, the figure was seven hours and ten minutes.) February and July TV Usage (representing high and low viewing periods respectively) have shown steady increases over the years.

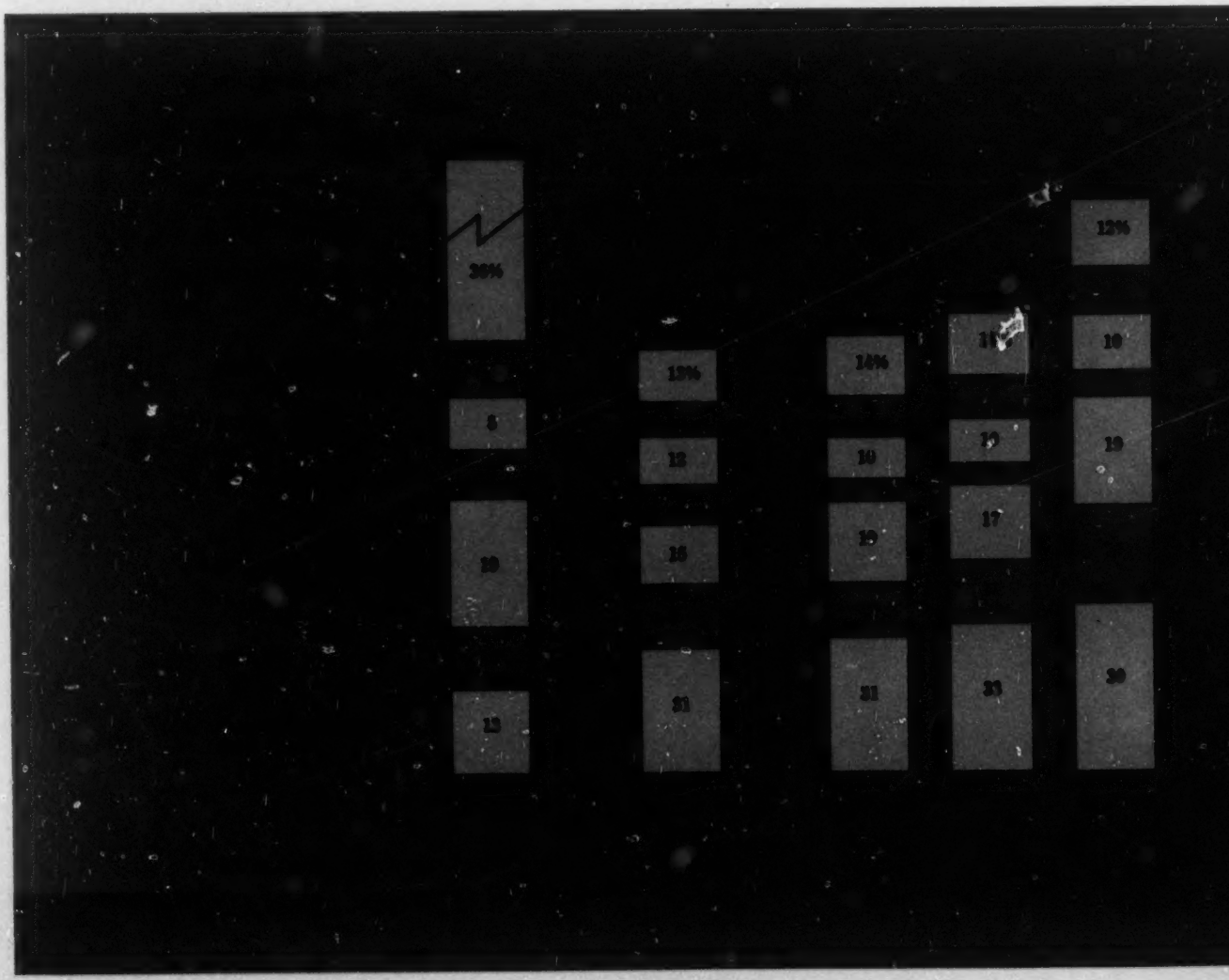
CHARACTERISTICS

Viewing levels in TV households vary according to the characteristics of those households. For example, in November 1985, those that viewed the most (well over 60 hours a week) were: households having three or more people, pay cable households and households with non-adults. Even the lowest viewing group, single person households, had their sets on almost 43 hours a week, more time than most people spend at their job.

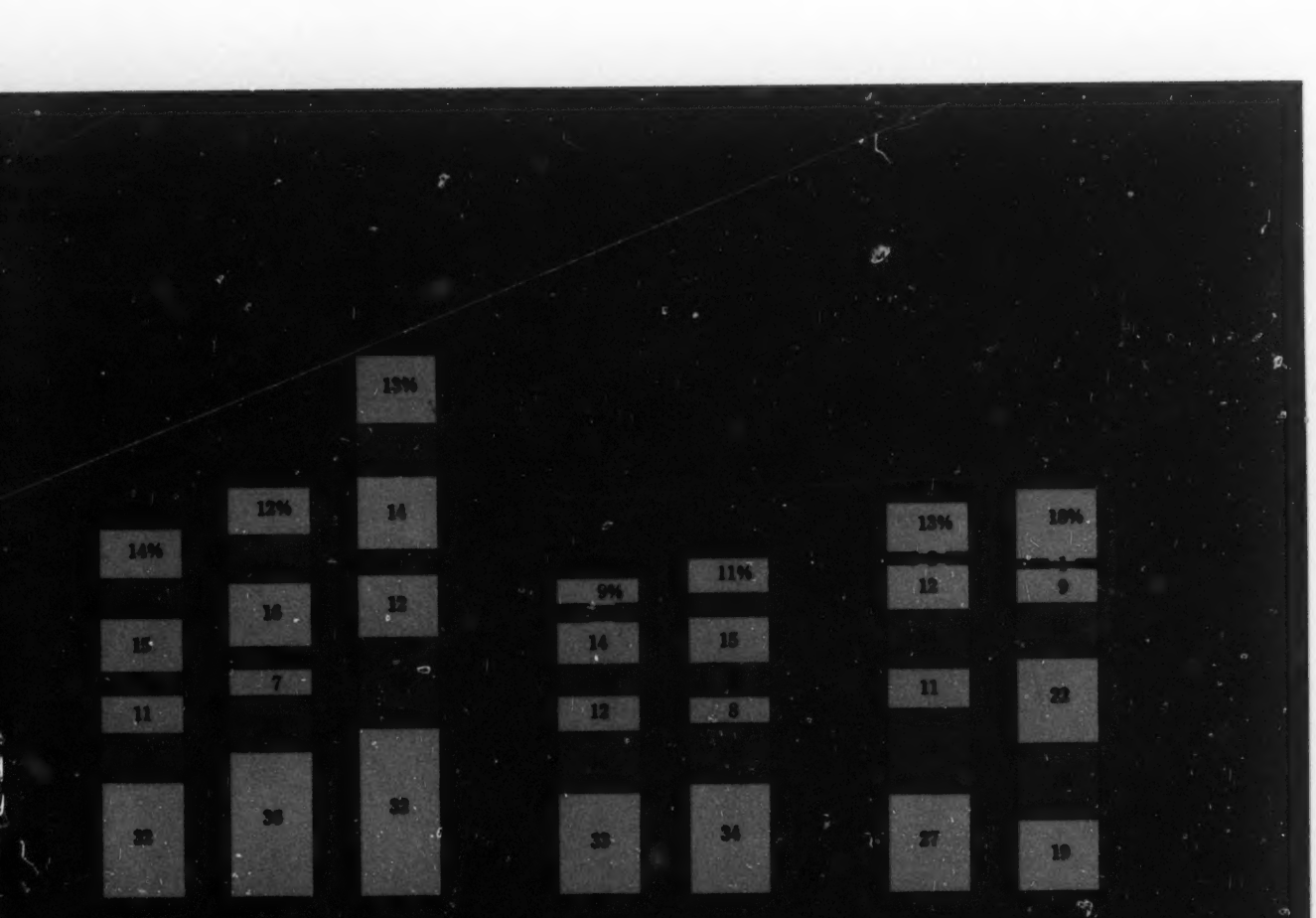
V I E W I N G

In general, women view more television than men; older adults view more than younger men and women; and younger children view more than older children and teenagers.

All but one of the demographic groups spend the greatest share of their time viewing television during prime time hours. The one exception is children 2-5, who spend the most time viewing weekdays 10 AM to 4:30 PM.



A C T I V I T Y


14%
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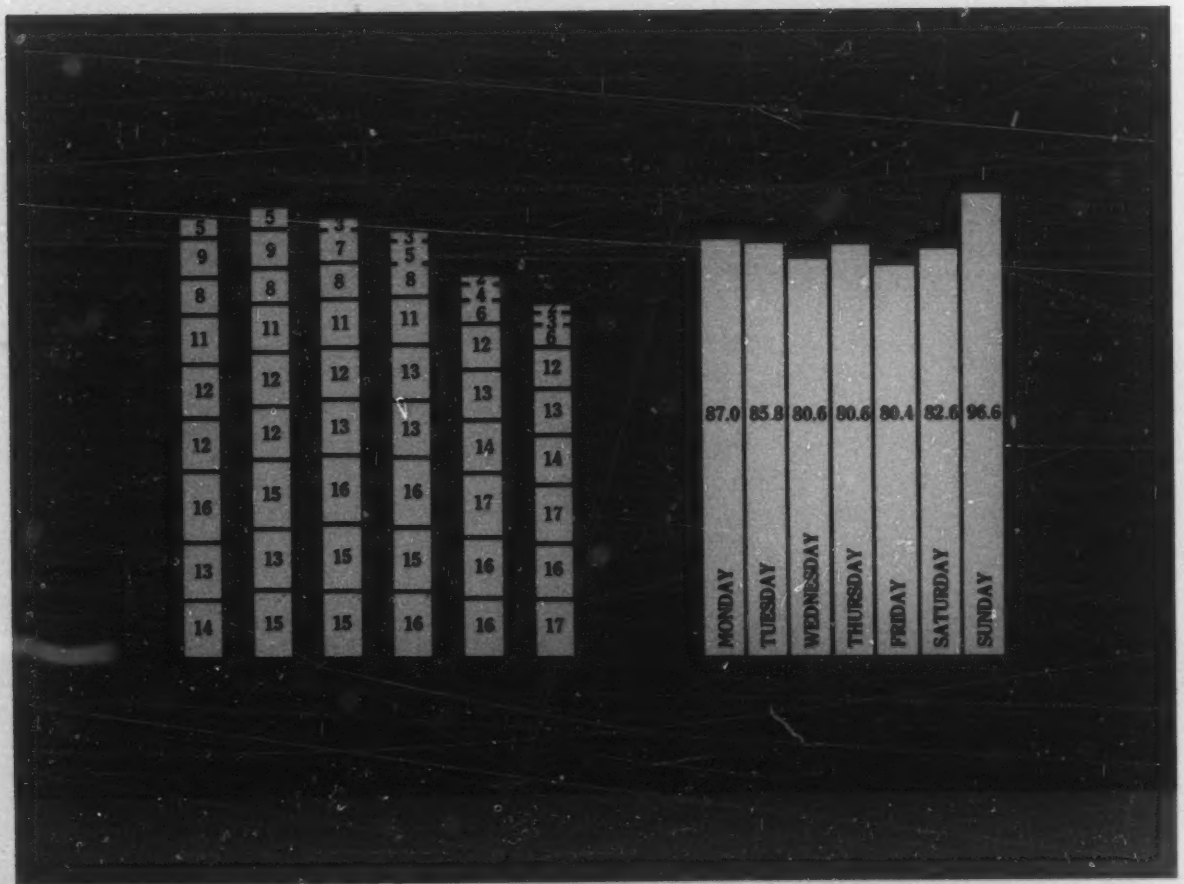
19

8:30 to 9 PM continues to be the most viewed half-hour prime time period. Women account for the greatest share of viewing during all of these half-hours.

Sunday evening, as in previous years, is the most popular night for viewing television.

Last year, Monday was third (behind 2nd place Thursday), but now has moved back into second where it has been most years.



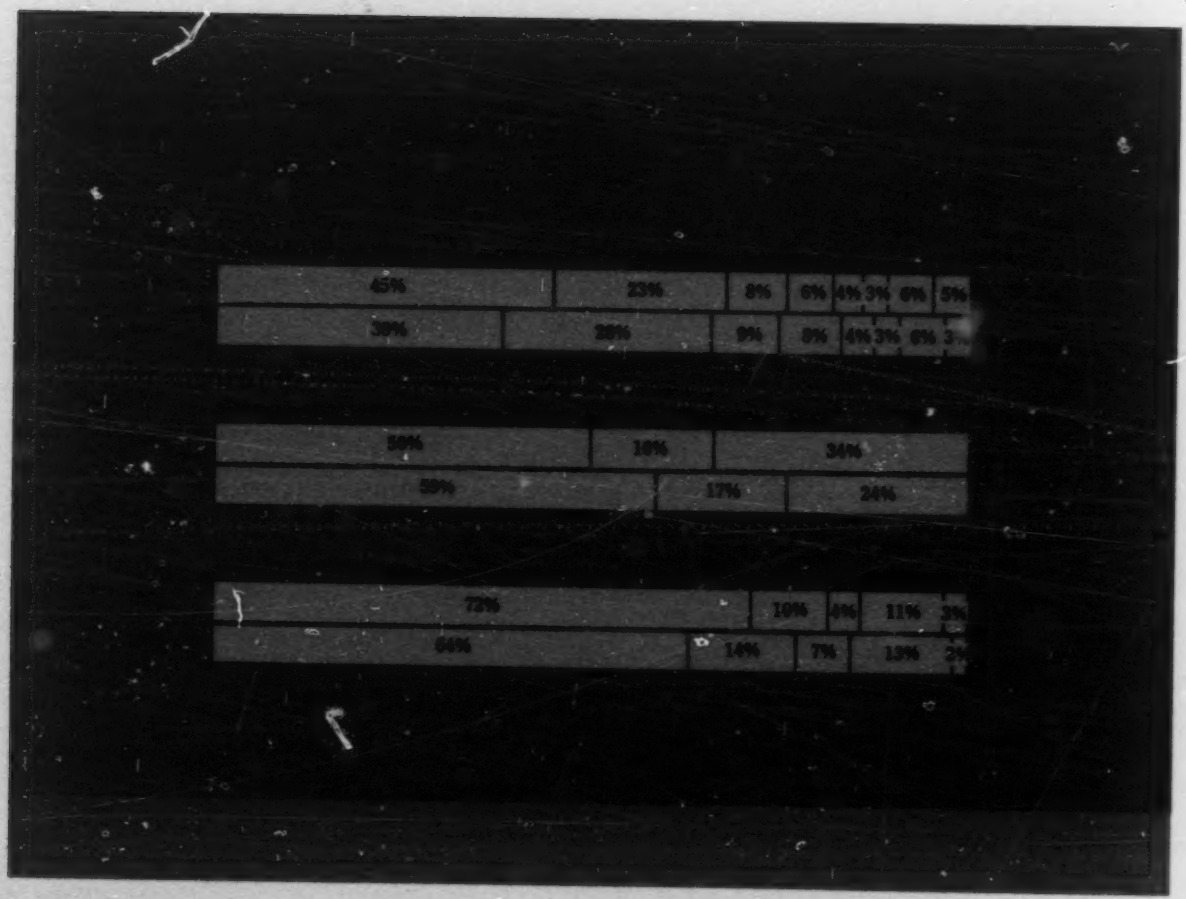
T Y P E S

Situation Comedy is the program type that attracted the largest prime time audience in November, 1985. It's rise was at the expense of last year's leader, Adventure Programs, which fell to third. Feature Films continued as the second viewed program type.

Women 18-34 made up the greatest segment of the audience for Situation Comedies, Feature Films and Adventure programs. Women 35-54 had the greatest share of audience for Suspense/ Mystery Drama. Women 55+ had the greatest share of audience for General Drama.

V C R

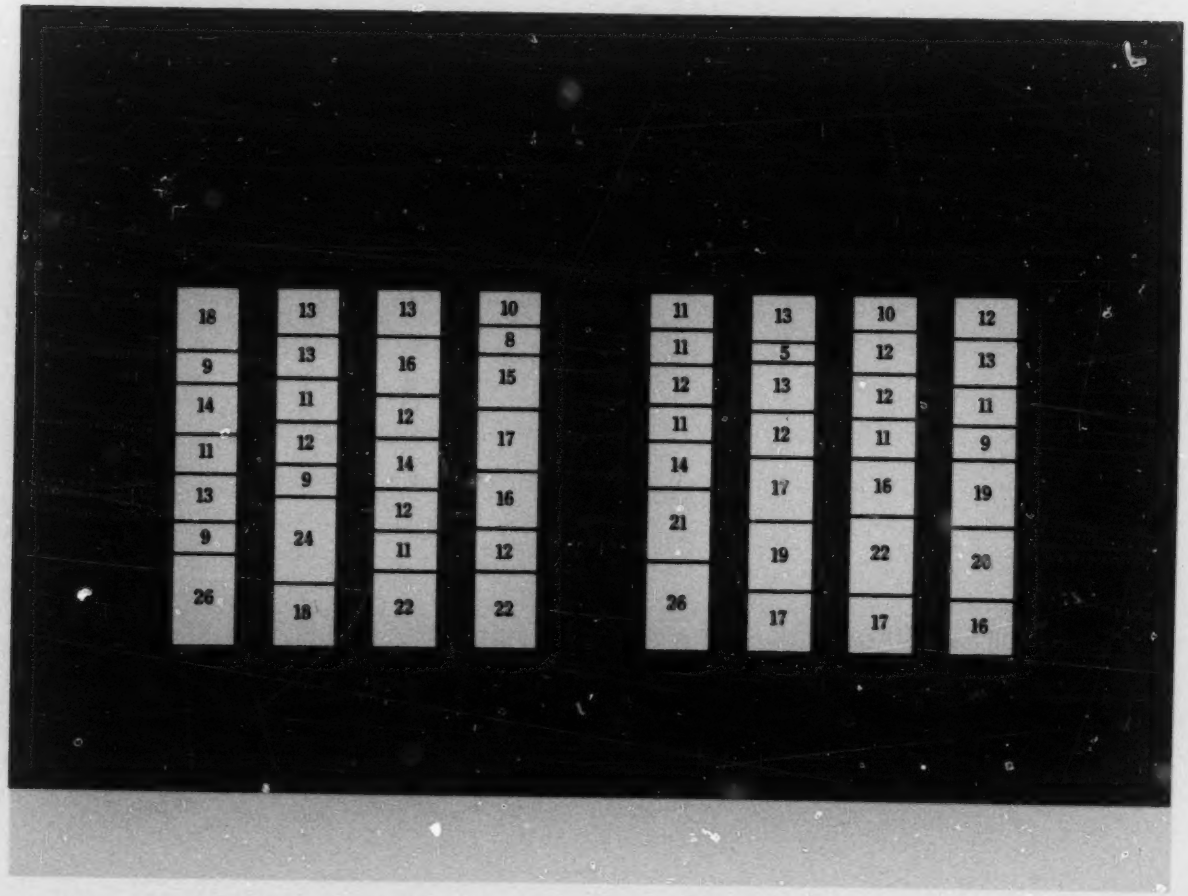
Video cassette recorder ownership is growing dramatically, bringing with it a new form of television set usage. Recent measurements in the Nielsen Television Index (NTI) sample have shown most recording done during prime time (45%), and weekday daytime (23%). Most recordings are made with the television set turned off, and well over two-thirds of all the recordings are of programs telecast by network affiliated stations.



U S A G E

In general, the recordings by VCR's only contributed a minor amount of additional audience to programs in November, 1985. For example, the recordings of General Drama and Evening Specials added an average of 0.3 of a rating point to those program types. The average for all evening programs was only an additional 0.2 of a rating point. In examining daily VCR activity during prime time, we find the greatest share of recording occurred on Sunday evening, except in July when emphasis shifted to Saturday. Play activity, which may include use of rented tapes in addition to home recordings, was strongest on the weekend with Saturday evening generally the leader.

There were more minutes devoted to recording in prime time in November and January; more time devoted to play activity in May and July.



C A B L E

For the most part, those households subscribing to pay cable services have a higher percentage of TV usage than non-cable or basic cable households.

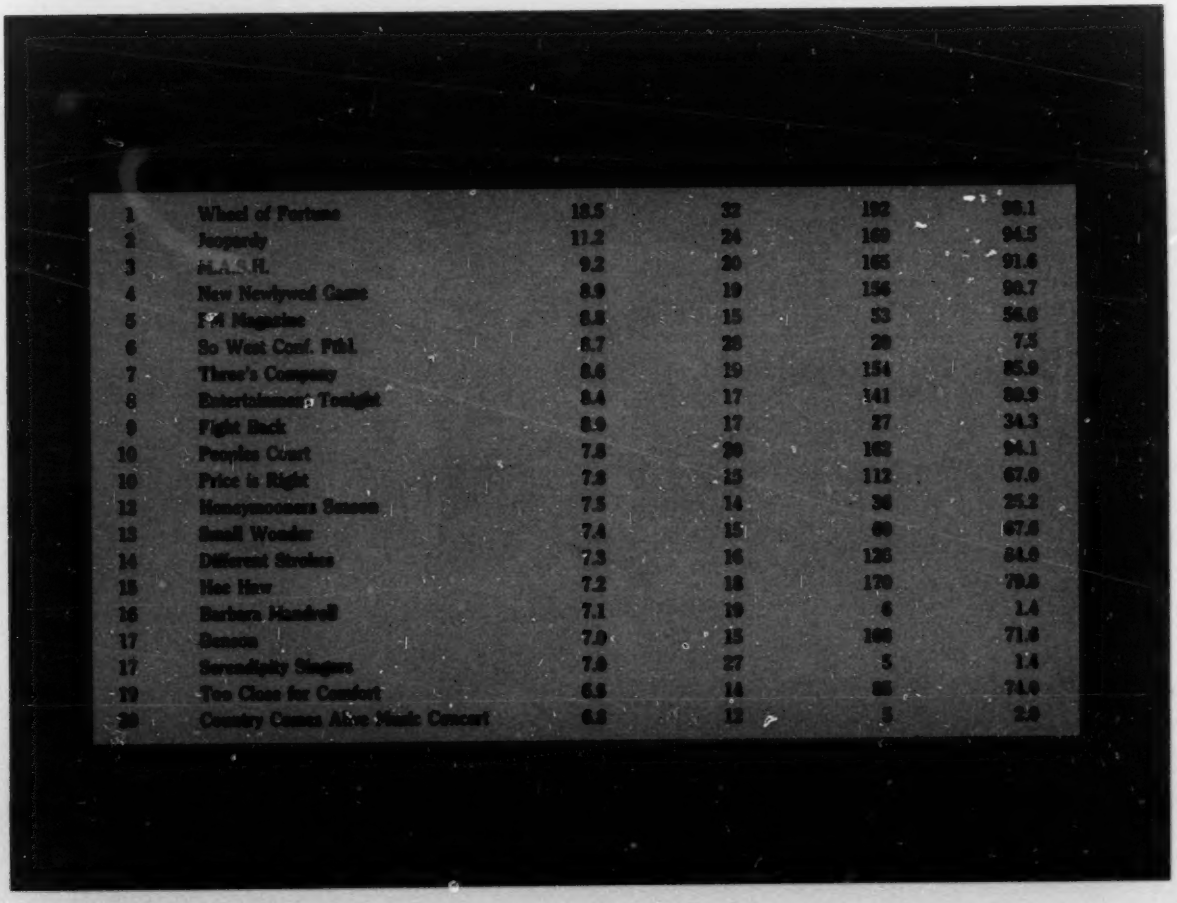
In looking at prime time, the largest share of viewing (66%) for pay cable households was still to network TV programs. Pay cable offerings had a 12.0 rating or a 17 share, and non-pay cable originated programming, a 7.5 rating or an 11 share.

S Y N D I C A T I O N

There are some 450 different syndicated commercial programs scheduled at various times on both network affiliated and independent stations. Many of these programs were on network TV at one time, while others were made exclusively for local scheduling.

Nielsen Syndication Service compiled this list of the top 20 syndicated programs in November 1985, ranked by their average household rating within the area in which they could be viewed. Wide variances can be seen in the number of markets in which they were telecast and the % of U.S. TV Households which could view these programs (% coverage).

Consequently, the coverage of a syndicated program must be considered as well as its rating when gauging the overall impact on a total U.S. basis.



1	Wheel of Fortune	18.5	32	192	98.1
2	Jeopardy	11.2	24	169	94.5
3	M.A.S.H.	9.2	20	165	91.6
4	New Newlywed Game	8.9	19	156	90.7
5	PM Magazine	8.8	15	53	56.6
6	So West Conf. Fibl.	8.7	28	29	7.5
7	Three's Company	8.6	19	154	85.9
8	Entertainment Tonight	8.4	17	141	80.9
9	Fight Back	8.9	17	27	34.3
10	People Court	7.8	20	162	94.1
10	Price is Right	7.8	25	112	67.0
12	Honeymooners Season	7.5	14	36	25.2
13	Small Wonder	7.4	15	89	67.8
14	Different Strokes	7.3	16	126	84.0
15	Hee Haw	7.2	18	120	79.8
16	Barbara Mandrell	7.1	19	6	1.4
17	Benson	7.0	15	100	71.6
17	Serendipity Singers	7.0	27	5	1.4
19	Too Close for Comfort	6.8	14	88	74.0
20	Country Comes Alive Music Concert	6.8	12	3	2.0

The top ten nationally ranked prime evening network programs in November, 1985 also showed up in one or more of the 12 markets where Nielsen has metered measurements of local TV audiences. Each market, however, had its own distinctive list. Some markets included one or more programs not found on either the national or other major market lists.

TOP TEN NETWORK PROGRAMS BASED ON NOVEMBER 1985 4 WEEK AVERAGE AS COMPUTED BY NIELSEN STATION INDEX

PRIME TIME PROGRAMS	U.S.* RANK	U.S.* RTG	NEW YORK RANK	NEW YORK RTG	LOS ANGELES RANK	LOS ANGELES RTG	CHICAGO RANK	CHICAGO RTG	SAN FRAN/ OAKLAND RANK	SAN FRAN/ OAKLAND RTG	PHILA-DELPHIA RANK	PHILA-DELPHIA RTG	DETROIT RANK	DETROIT RTG	BOSTON RANK	BOSTON RTG	WASHINGTON D.C. RANK	WASHINGTON D.C. RTG	DALLAS/ FT. WORTH RANK	DALLAS/ FT. WORTH RTG	HOUSTON RANK	HOUSTON RTG	MIAMI/FT. LAUDERDALE RANK	MIAMI/FT. LAUDERDALE RTG	DENVER RANK	DENVER RTG
BILL COSBY SHOW	1	31.4	1	31.7	1	31.1	1	33.3	2	31.5	1	34.3	1	36.7	1	28.4	1	34.0	5	25.7	1	32.6	1	26.1	2	28.2
NORTH & SOUTH-pt. 6 (S)	2	29.4					6	27.4			3	30.9	2	36.2			6	28.3	3	28.1	2	30.8			2	28.2
FAMILY TIES	3	29.2	2	29.8	2	27.9	2	32.6	5	26.5	2	33.0	3	34.6	2	27.0	2	30.6	10	24.5	3	30.6	3	23.9	5	26.7
NORTH & SOUTH-pt. 3 (S)	4	28.0	8	23.5	5	23.8	7	27.2	10	21.5	5	30.7	4	31.1	9	21.6	5	29.1	7	24.9	6	28.6	10	20.8	4	26.8
MURDER SHE WROTE	5	26.1	5	26.1	3	25.6			3	28.2					4	24.1										
NORTH & SOUTH-pt. 1 (S)	6	25.8			9	22.7	5	27.5			4	30.9	5	30.1			4	29.2			6	28.6	6	22.5		
NORTH & SOUTH-pt. 4 (S)	6	25.8			7	23.2			7	22.3	10	27.5	5	30.1							4	29.3			6	26.3
60 MINUTES	8	25.0			4	25.5			4	27.9					3	24.7	7	28.2	2	28.4						
NORTH & SOUTH-pt. 2 (S)	9	23.6									9	27.7					3	30.0			5	28.8				
KANE & ABEL-pt. 2 (S)	10	23.4	9	23.5									9	28.4												
C[illegible]ERS			3	27.0	6	23.6	4	27.5	7	22.3	8	27.9			5	23.6	8	27.8					8	21.4	8	25.3
DYNASTY 2-COLBYS SPECIAL(S)			4	26.4	8	22.8													10	23.6	10	26.5	5	22.9		
NIGHT COURT			6	24.7																						
DYNASTY			7	24.2			3	27.6	6	22.6	7	28.8	8	28.6	6	22.8	10	27.2	8	24.8			4	23.3		
MIAMI VICE			10	23.3																			2	25.2		
MONDAY NIGHT FOOTBALL					10	22.6			1	32.1							9	27.4	1	32.8					1	31.7
KANE & ABEL-pt. 1 (S)							9	26.4	9	22.0					7	22.6										
ABC SUNDAY MOVIE							10	25.3																		
NORTH & SOUTH-pt. 5 (S)													7	29.1											9	24.4
WHO'S THE BOSS															8	21.8					9	26.7			10	24.2
NBC MONDAY MOVIE															10	21.6							9	20.9		
DALLAS																			4	27.6						
DYNASTY 2-COLBYS							8	26.7			6	28.9	10	28.0					6	25.3	8	27.5	7	21.8		
AMAZING STORIES																									7	25.6

*NIELSEN TELEVISION INDEX DATA FOR MATCHING NIELSEN STATION INDEX DATES OF OCTOBER 31 - NOVEMBER 27, 1985

(S) SPECIAL

T O P 1 5

Many different programs rank in network television's top 15 in the course of a year. Those shown here were the regular network programs that ranked at the top during Nielsen Television Index measurements, from October 28-November 24, 1985.

The size of a program's audience is but one of the number of ways to assess its worth or success. For example, many programs below the top 15 may be considered successful because they appeal to a specific target audience that network advertisers want to reach.